



Great Northwoods Journal

A **FREE**, weekly newspaper
direct-mailed to over **8,252 homes**
in Lancaster, Groveton, Stark, Jefferson,
Colebrook, North Stratford,
Whitefield and Dalton in New Hampshire
and Gilman, Guildhall and
Lunenburg in Vermont.

Reach over 20,630 readers with each mailing!

Advertising Information

Lyndall Demers, Editor

Phone: 603-788-2660

E-mail: editor@greatnorthwoodsjournal.com

Fax: 603-788-4470

Address: 76 Mechanic Street, Lancaster, NH 03584

**Ad and News Deadline:
Tuesdays by 4 p.m.**

Everything in our paper
is on our website, at no extra
cost to you!
News, Ads, Pics, EVERYTHING!

Great Northwoods Journal

is printed by Upper Valley Press
in North Haverhill, NH
and

distributed by the United States Post Office
each Friday/Saturday.



A solid advertising tool for area businesses!

Great Northwoods Journal



ADVERTISING COVERAGE AREAS & RATE SHEET

DELIVERY AREAS

<u>Zip Code</u>	<u>Post Office</u>	<u>State</u>	<u>Households</u>
03576	Colebrook	NH	1660
03582	Groveton and Stark	NH	1250
03583	Jefferson	NH	513
03584	Lancaster	NH	1657
03590	North Stratford	NH	535
03598	Whitefield and Dalton	NH	1581
05904	Gilman	VT	105
05905	Guildhall	VT	389
05906	Lunenburg	VT	<u>552</u>
			8252

TOTAL CIRCULATION EACH WEEK, 9,300 PAPERS INSERTS & FLYERS

Advertising inserts need to be mailed or delivered to:

Upper Valley Press, Inc., Route 116, PO Box 459, North Haverhill, NH 03774

Save money and get great coverage by choosing specific towns to include your insert.

DISPLAY ADVERTISING

Price Per Column Inc. (pci)

Camera-ready ads: **\$6.00 pci**

BASIC PRICING: \$8.75 PCI - For a one-time ad only
\$6.75 PCI - If running 12 or more times during year
\$7.75 pci - if running at least 4 times during year

ADD \$70 for COLOR ADS - ANY SIZE

BUSINESS DIRECTORY ADS: 1x2 for \$8.00 per wk. 2x2 (business card size), \$16 per wk.

FRONT PAGE ADVERTISING IS \$9.75 pci

CLASSIFIEDS

\$5.00 for up to 30 words.

\$.25 each additional word. Classifieds are payable in advance.

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AD INFORMATION SHEET

AD SIZING & PRICING

A full page of the Great Northwoods Journal is 5 col. x 15"

1 col. is 1.867" or 11p2.4 wide

2 col. is 3.9" or 23p4.8 wide

3 col. is 5.933" or 35p7.2 wide

4 col. is 7.967" or 47p9.6 wide

5 col. is 10" or 60p wide

Full page = 5 col. x 15"

3/4 page = 5 col. x 11.25"

4 col. x 14"

1/2 page = 5 col. x 7.50"

4 col. x 9.50"

3 col. x 12.50"

2 col. x 15"

1/4 page = 5 col. x 3.75"

4 col. x 4.75"

3 col. x 6.25"

Business Card Size

= 2 col. x 2"

Use this to figure the cost of your ad:

\$ _____ pci x _____ x _____ = \$ _____
(rate) # of col. wide # of inches high Ad Cost

Ads sent electronically need to be in .pdf format with fonts embedded. Any ads not sent as PDF files must be in Mac Quark (6.5 or earlier, and must include all fonts and graphics). Photos and graphics must be .tiff, .jpg or .eps files.

COLOR ADS: Spot Color ads must be created using CYAN and BLACK.

Process Color ads must be created using only CMYK (Cyan, Magenta, Yellow and Black).

News and advertising items may be mailed or delivered to:

Great Northwoods Journal, 76 Mechanic Street, Lancaster, NH 03584

Phone: 603-788-2660 Fax: 603-788-4470

Email: editor@greatnorthwoodsjournal.com or lademers35@hotmail.com

Compare your local papers!

What are you getting for your money?

<u>Publication name</u>	<u>Circulation</u>
Great Northwoods Journal	Direct-mailed 8,252**
Colebrook Chronicle	5500
News & Sentinel	4345 ***
Coös County Democrat	4895 *
Berlin Reporter	2842 *
Littleton Courier	5390 ***

* Figures based on information in New England Press Association's (NEPA) 2006 Newspaper Directory. No Figures Reported in 2007 issue.

** These figures are monitored by the U.S. Postal Service *** Reported in NEPA Newspaper Directory